

YOUR General Appearance



is sure to be right if you give us a chance to put the right clothes on you. The important thing for you is that we not only know what the right clothes are, but we've got them here. They're

Hart Schaffner & Marx, Rogers Peet and "Fitform"

clothes; and there's nothing you can buy to wear that will compare with them for excellence of quality, for style and smart distinction. These clothes are tailored-to-fit.

See what we'll do for you at \$25. You can get good clothes here for less, or for more.

Complete Lines of Men's Spring Hats. **The Popular** DRY GOODS CO. INC. Complete Lines of Men's Spring Neckwear.

SPECIAL SERVICES IN MESILLA PARK

Mesilla Park, N. M., March 26.—Four services were held at St. James's Episcopal church, Easter. Holy communion at 7:30 a. m.; special Easter service with Easter sermon at 11 a. m., with full vesting choir of 26 college men, with orchestral accompaniment; children's service at 2:30 p. m., at which the premiums for faithful attendance throughout the year were distributed; and again at 7:30 p. m., an evening service, which was conducted by professor H. S. Hammond, of State college, on account of the pastor having gone to La Mesa for evening service—the first to be held in the new St. John's church at that place.

At the 11 o'clock service there was a congregation of more than 200. On Easter afternoon Rev. Hunter Lewis left for La Mesa to hold service in the new Episcopal church there. The little church is strictly mission, and is considered "a thing of beauty."

At 11 o'clock on Sunday, at the Presbyterian church, Mesilla Park, a special Easter service was held. Miss Nina Davis sang "I know that My Redeemer Liveth." A vesper service at the afternoon took the place of the usual Christian Endeavor evening service. At this time special musical selections were rendered by Miss Edith Burke, of Las Cruces, and the double quartet, composed of Messrs. Briggs, Knorr, Thomas and Ogilvy, and Misses Davis, Maucha, Scott and Brainerd, with Miss Talbot at the piano. The pastor, Rev. E. E. Mathes, addressed the young people on the subject, "Vital Living."

The Aid society undertook the decorating of the church with palms and ferns, potted geraniums and lovely calla lilies.

Dr. and Mrs. W. B. Atterbury entertained at dinner at their home on the Atterbury-Barrows ranch, near old Mesilla. Covers were laid for seven, the guests being Mr. and Mrs. Chase P. George, the Misses George and Benjamin F. Butler. The dinner was an elaborate course affair.

In the declamatory contest at State college, three of the contestants were Mesilla Park youths—Misses Maude Baker, Margaret Bivens and Alice Stewart. Miss Stewart was given third place by the judges, professors Merrill, Hobbit and Hammond.

Mrs. H. W. Carroll has her brother, Howell Toothman, with her from Springfield, Mass. Mr. Toothman has a position at the depot under agent H. W. Carroll.

Miss Elaine Acker, who is here from Berlin, N. M., attending State college, took a number of friends home with her to enjoy a house party. Those who were fortunate enough to enjoy Miss Acker's hospitality were: Misses Margaret Mathes, Hildagard Howell, Mary Adams and Messrs. Ansel and Arden Gardiner, Paul Given, Leonard Thomas.

Dr. Isabelle Christy, from Los Angeles, Cal., has arrived in the Park to locate.

Mr. and Mrs. W. H. Carroll have moved into their new home. Their house, which was built by C. H. Brown, is of adobe and consists of three large rooms and a sleeping porch.

Mr. and Mrs. W. M. Snow have left for El Paso, where Mr. Snow took the train for Mountain Park, N. M., to plant trees and make other improvements on his big ranch located near there. Mrs. Snow and their two children will visit friends at Fort Hancock, Texas, during Mr. Snow's absence, returning with him to their home in the Park after two weeks.

Mrs. Allen Ricketson, who passed through the Park en route to El Paso, spent a day with her daughter, Mae, at the rectory, the guest of Rev. J. A. Hunter Lewis. Mrs. Ricketson, who lived here four years ago, is considering returning. Mae has a permanent home in this community.

The Knight of the firm of Keller, Miller and company, Hillsboro and Lake Valley, N. M., spent a day at the rectory, the guest of his niece, Miss Mae Ricketson.

Dr. and Mrs. Humbert have moved into their new home on College road. Mrs. Carrie I. Phelps has removed her family from the dormitory to their own pretty bungalow, which has been occupied for the past year by the Humberts.

Dr. and Mrs. W. B. Atterbury were visitors in the Pass City.

SPECIAL SERVICES ARE HELD IN LA MESA CHURCHES.

La Mesa, N. M., March 26.—Easter services were held at the Methodist church in the morning by Rev. J. A. Ray, of El Paso, and St. John's Episcopal church in the evening by Rev. Hunter Lewis. St. John's church was decorated with lilies and pot plants. The offertory, "Who Is He?" was sung by three girls. A little girl was baptized at the beginning of the service. W. C. Meade and mother were visitors to Las Cruces. Mr. and Mrs. Centers, of Las Cruces.

are doing light housekeeping in the Richard home, northeast of town. Mrs. O. D. Williams has returned from a visit to her parents in Clay City, Illinois.

Mr. and Mrs. Burke, of El Paso, are visitors at the home of Mr. and Mrs. G. D. Williamson.

Miss Fannie Ford and Mrs. Case, of Las Cruces, were visitors at the Potter home.

Mrs. G. D. Williamson visited her daughter in El Paso. Mr. and Mrs. Brown visited relatives in El Paso.

Mrs. Stettin, of Las Cruces, is visiting Mrs. B. J. Viljoen.

Miss Beattie Emerson, of Anthony, spent part of the week with Mrs. J. R. Lively.

The West Side Improvement league met at the school house. Messrs. O. B. Woods, Neaveil and Crowder, of Chamberino, attended the league meeting.

P. H. Bailey, of La Union, was here Monday.

COLLECTOR TURNS OVER \$134,405.70

Tuesday afternoon the county tax collector turned over to county treasurer J. D. Bond a \$134,405.70. Following that, the county treasurer issued a call for July scrip up to his registered number, 31,588. This, it was stated, makes July scrip registered by the treasurer by 4 o'clock Tuesday afternoon the same as cash. About \$15,000 will be expended in taking up the outstanding scrip. A part of the money received will be used for taking up some of the county's outstanding bonds.

CANDIDATES NAMED FOR TUCUMCARI SCHOOL BOARD

Tucumcari, N. M., March 26.—At a mass meeting held at the court house, the following candidates were chosen by a mixed political crowd, to run for school directors of the first district, including Tucumcari: Mrs. H. P. Donohoe, C. H. Meeker, Henry Swan, A. D. Goldenberg and William Troupe. The last two are members of the present board. If elected, Mrs. Donohoe will be the first woman to hold office in this city. It is said that at least one opposition ticket will be run.

The Forty Year Test.

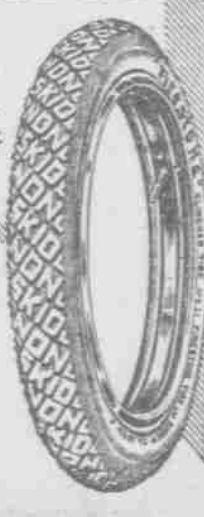
An article that has exceptional merit to survive for a period of forty years Chamberlain's Cough Remedy was first offered to the public in 1872. From a small beginning it has grown in favor and popularity until it has attained worldwide reputation. You will find nothing better for a cough or cold. Try it and you will understand why it is a favorite after a period of more than forty years. It not only gives relief—it cures. For sale by all dealers.—Adv.

Tire Economy—Tire Security—Tire Comfort

That is the "Firestone" combination—particularly on NON-SKID Tires. Economy of longest wear—Security against accident—Comfort of extra resiliency.

Firestone Non-Skid Tires

Cost most to build—but cost you least to use. Ask for Book—"What's What in Tires."



Firestone Tire & Rubber Co. of Texas, 1521 Commerce St., Dallas. Distributors for The Firestone Tire & Rubber Co., Akron, O. "America's Largest Exclusive Tire & Rim Makers" DEALERS EVERYWHERE

Introducing to El Paso the Official Camp Fire Girls' 1913 Uniforms

We Are The Sole Agents For the "Camp Fire Girls" Dresses

The Whole Cheer

Wo-he-lo for aye, Wo-he-lo for aye, Wo-he-lo, Wo-he-lo, Wo-he-lo for aye, Wo-he-lo for health, Wo-he-lo, Wo-he-lo, Wo-he-lo for love.

None Genuine Without The Registered "Camp Fire Girls" Label



COMPARATIVELY new and somewhat similar to the Boy Scouts is the new movement among girls—"The Camp Fire Girls." It is to help raise the ideals of girlhood and womanhood, to encourage outdoor life and help in the crusade for better health. For the girls who belong to the Camp Fire there is an official dress—a practical costume, that is in good style, simple and becoming. In El Paso the only place to get that costume will be the "Popular," as we are the sole agents. Though it is the official uniform of the Camp Fire Girls, any girl, of course, may wear the garments. There are two uniforms—one, the Khaki, used for fatigue, consisting of Khaki blouse, skirt and hat, priced at \$5.25. The dress uniform, consisting of white galatea blouse, trimmed with navy blue and pearl buttons; French navy blue serge skirt and navy blue serge hat. This uniform sells for \$6.75. These official uniforms are illustrated at the left. We will sell any of these garments separate as follows:

Khaki Blouse.....\$1.50 White blouse.....\$1.00
Khaki Skirt.....\$2.75 Serge skirt.....\$4.75
Khaki hat.....\$1.00 Serge hat.....\$1.00

On sale in shirt waist section, 2nd floor, aisle 2. See San Antonio St. window display.

Women's Newest Blouses & Shirts

95c Handsome little white voile blouses, with neat inserting of dainty lace, Bulgarian embroidered fronts in the newest designs. Low neck, short sleeves. A marvelous value at 95c. See case display at entrance.

\$2.95 at this price we offer women's washable striped silk habotai and white and natural pongee shirts. The stripes are pencil, hair-line and extra large sizes in every color one may wish for. Attached and detachable collars, French turn back cuffs—and patch pockets. An unequalled value at \$2.95.

\$4.95 Besides the beautiful blouses we have been showing at this price, we have just received a shipment of handsome shadow lace blouses that will meet with your instant approval. They are prettily trimmed in black chiffon and crystal buttons, have low round collars of self embroidered charmeuse. One of the prettiest styles of the season. See them tomorrow.

Specials From The Trimming Dept.
SILK BALL FRINGES—in Soutache and other braided effects, used extensively with charmeuse, crepes, pongee and other popular silks, in all new colors. Value to 75c; special 25c yard

BEAUTIFUL LINGERIE PATTERNS—in all white and white embroidered in tan, with bands, galleons and plain batiste to match. Values to \$1.95. Special, \$1.00. (1 to a customer.)

EMBROIDERED BANDS AND GALLEONS ON BATISTE—Voile, crepe, Armoire and Noige in satin stitch, eyelash, shadow, baby Irish and Parquetry effects; 1 1/2 to 9 inches wide. They come in odds and ends or are bands and galleons that have matched our finest embroidery patterns. We will close these out at exactly 1-2 THEIR REGULAR VALUE.

16 Button Length White Lisle Gloves 29c Pair

WOMEN'S sixteen button length white lisle gloves, in all sizes. Extra good quality gloves that would ordinarily retail at 50c a pair. Extra special for Thursday, a pair 29c

Notice to the Public:

It is such values as are advertised here that crowds this store with eager buyers every Thursday. But it is not only Thursday that shrewd, careful women are to be found in every little corner of this place, as you will know if you are one of the "value sharers" of this store.

Sixty Sample Suits

Handsome New Spring Models in the Present Season's Latest Modes \$15.00 each

SPRING samples, one or two of a kind, in the present season's very best styles, tomorrow for much less than their worth. Another point, being samples they represent the very best in style, fabric and workmanship. In samples the maker puts his best foot forward—for it is upon these that he depends for his season's business.



Suits in 1913 Spring models—coats in cutaway effects and showing the new Balkan tendencies; skirts in plain gored styles or in draped effects. They are made of serges, black and white cords, hair-line stripes, whipcords, Bedford cords, worsteds and pongee—in plain colors and novelty effects. In a word, the best offering in new suits that has come your way in many months. (See the display in one of our San Antonio street windows.)

New Silk Dresses \$15

WE WANT you to see the new silk dresses at \$15.00—we want you to put them to the test of actual comparison—we want to PROVE their goodness to you. They are made of crepe de chine, eolienne, faille, messaline and taffeta—the very silks that are now most in demand. Every new Spring shade is represented in the showing we make for Thursday—waists are all more or less trimmed, while skirts are in the new draped effects. See this splendid sale lot Thursday at \$15.00.

New Wool Dresses \$15

CALL it luck, superior merchandising, clever buying, or what you will, but our Mr. Weiss, now in New York, purchased a lot of Wool Dresses at an advantageous price—right in the face of a depleted market. So great has been the demand for Dresses of Shepherd checks, Pongee and Serge that the manufacturers have been unable to meet it. It is satisfying for El Paso women to know their interests are so carefully safeguarded. An extraordinary collection of styles will be shown here tomorrow. Models of the very best brought out this season. All very latest colorings. One-piece models—some Russian blouse styles; trimmed in Bulgarian trimmings, fancy buttons, lace and embroidered collars; various sleeve lengths. If you have experienced difficulty in finding a satisfactory selection of this class of Wool Dresses, we invite you to the "Popular" tomorrow.

Evening Dresses \$13.95

CHARMING dresses of satin charmeuse, crepe meteur, crepe de chine and chiffon. Come in beautiful shades of pink, American Beauty, Lavender, Nell Rose and other handsome evening shades and white. These dresses are all of fine materials and in the very latest styles, with draped or plain skirts; trimmings are fine laces, gold bands, flowers, etc. Garments especially appropriate for social occasions. Had we bought them in a regular way they would cost you \$25.00. Thursday we give you your choice at \$13.95

New Spring Wraps All Prices

PARTICULAR attention also directed to our Spring Coats and Wraps, marked at prices ranging from \$3.95 upward to \$75.00. The smart hip length and seven-eighths cutaway garments, with long rounded revers, are the leading models for Spring.

These attractive draped garments are shown in many soft fabrics, beautiful to look upon and at the same time will serve as a protection during the cooler days of Spring.

Never before so many pleasing models nor values equal to those you will find in our garment section.

COATS FOR MOTORING in numerous selections, made of finest quality Tussah, Pongee, Austrian Linens, Crash and Cossacks Linens. Every price stage.

All The Rage—The Balkan Coat

As Illustrated, \$4.95

MADE of good quality, all wool, red and green flannel and black and white checks—the very newest thing in the East. They are fashioned in Balkan coat styles; some of the checked coats have red and green collars, cuffs and belts, while the green and red coats have collars, cuffs and belts of checks. Others have no belts, but wide bands to give the Balkan effect. "Popular Special" \$4.95

New Balkan Wash Dresses

For Children, Misses and Juniors

GIRES with well defined ideas of what they want to wear will approve of these new "Balkan" and "Peter Thompson" wash dresses of striped percale, plain chambray, gingham, natural linen and other easily laundered materials. Mothers who come along will find them easy to pay for. Charming simple styles that are so appropriate for young girls, yet each one has some little trick of trimming that will add to its appearance. One cannot buy materials and have them made up in equally likeable ways at so small an outlay. They're ideal for street or school wear. Prices start at \$1.95 and range upward—\$2.45, \$2.95, \$3.95 and \$4.95.

We Specialize on Hats

At \$7.50—Worth \$10

TWICE as many customers as were here last year went away this past Saturday with new, becoming hats. Tomorrow the beauty of the hundreds of hats we have prepared for this week will please, we believe, three times as many customers as last week. In this different and entirely new assortment of hats there are the best models we have had this season at the price.

Millinery at \$7.50

Some one was good enough to write us last week that we have by far the largest variety of hats seen anywhere at \$7.50—

"Your hats were simple, but well made. They were good-looking, the color combinations were good. The only thing to consider, 'Was the hat becoming?' If it were, that ended the matter, for the hats were right in every other way."

"The materials are good, many of the hats are exact copies of French models."

THANK YOU. That has inspired us to make even better hats for this week. Notice the use of cotton crepe, the straw with satin crowns, the satin and velvet, the new ribbon trimmings, the dress hats, tailored hats with embroidered roses, smart new shades of orange, blue, red, green. A number of the \$7.50 hats are trimmed with ostrich.

The Popular DRY GOODS CO. INC.

Spring Shoe Styles

For Dainty Feet

PUT us to the test when you want variety; put us to the test when you want style. Not depending on any one shoe manufacturer for styles, but picking here and there wherever we have heard of one in our years of experience one that excels in his styles we have added that one to our list until our immense assortment can satisfy the most exacting or the difficult to fit with a shoe that gives comfort and pleasure at the same time. With the new arrivals we announce Newbucks, Russian Tans, White Canvas, Patent Leather, Suede and the other leathers which are in constant use. Just a question with you as to style; here are the new English lasts or the Cuban heels; let the lady try on both, perhaps you will like one, if not try the other; we guarantee the leathers; your satisfaction is more to us than the temporary sale; a big business like this is not built on sales as much as it is on the recommendation of its many customers.

THE "POPULAR SPECIAL" \$3.00 PUMPS FOR WOMEN. They come in all leathers; both high and low heel. Among these you will also find some very dressy styles in brown and gray suede and black satin, in both welt and turn soles. Specially priced at a pair \$3.00

SAMPLE OXFORDS AND PUMPS—We are still continuing our sample Oxford and Pump sale. You had better look these over before the best ones are picked out. If you can get your size it pays to buy them. Values \$1.65 to \$4.00. A pair \$1.65

Complete Line Of Go Carts Here



WE have just received a very complete line of Go-Carts. All of the highest grade construction—from the cheapest to the highest price. All the latest improvements—spring seats, motor hair tops, rubber tires, adjustable backs, in fact, everything that goes into a high grade cart. Our prices are the lowest, quality considered.

New Lines of Rugs, Draperies & Home Furnishings

This Department is in Charge of Mr. Brooks

DO you ever consider the influence of Draperies in the home? It's most important, and home builders everywhere are now turning from lavish extravagance to appropriate simplicity, which brings the home space with the modern ideas of refinement.

Instead of following the oft-repeated commonplace ideas in Draperies, our selections for this season have been in accord with the advancement mentioned above. And New Draperies are here in such wonderful assortments that the woman who wishes to express her own temperament in the home—to stamp it with her individuality—can have the very broadest range of selections. RUGS are also a very important factor in the home. Here you can select your Rugs to match your door hangings and overdrapes—no matter what color—at a most reasonable price. You will find among the large assortment now in stock just the colors and designs you have in mind. The first cost of a good Rug is little more than that of the ordinary kind, and the class we are selling will outlast the inferior weaves by many years and will always look better. If you want Rug economy, coupled with beauty—permanent beauty—you will not fail to make your selections at this store.

Our Window Shade Dept.

WE are making a special feature of fine window shades. We carry a full line of the finest grade material, also use only Hartshorn spring rolls; the most competent workmen employed and all work guaranteed. Estimates cheerfully submitted. Prices absolutely the lowest. Let us show you some of the newest things in figured Hollands.

Our Entire Stock of Imported Garments and Millinery Used as "Show Pieces" at Greatly Reduced Prices.